

The News-Scimitar

The news—always—accurately—generally first—
through the medium of the two greatest
news organizations
Complete Local News. Best Comics.

RETAILERS MAKE BIG PROFITS ON SALES OF APPLES

Yorks Cost on Average About
\$6.50 a Barrel and Are Sold
at 10 Cents a Pound Or \$1
a Peck.

What is the legitimate profit, in
percentage figures, on a barrel of
apples?

This, like the famous question of
"How old is Anne?" is puzzling the
brains of a great many people who
are fond of apples, but who, unlike
John D. Rockefeller, are under the
necessity of asking the price before
they buy. The general belief that
"an apple a day keeps the doctor
away," renders the answer important.

There is room for variance of
opinion in answering the query, but
the statement that 75 to 100 per cent
is too much will meet with practically
unanimous assent.

And yet just such a profit is what
some of the retailers in Memphis are
making off the sale of a barrel of
apples. Even some of the cash and
carry people are open to such a
charge. On the other hand, others
have, on some occasions at any rate,
sold apples along in line with a reason-
able profit on the cost price.

For instance, York Imperial ap-
ples are quoted on Front street—the
jobbing center—at from \$5 to \$7 per
barrel. The \$7 price is for fancy
grades sold in small quantities. Good
apples of this variety are priced at
\$4 to \$5.50 per barrel, while the \$5
price is for seconds. Some of the
grocers are selling the fancy grades
for \$2.25 and \$2.50 per bushel.

Based on these joblot prices,
many grocers were pricing apples in
a retail way Saturday night at 10
cents a pound. Some of them main-
tained this price for quantities as

high as a peck, while others priced
the peck at \$1.
Now figure it out. York Imperials
will average 130 pounds, net weight,
or in round numbers 11 pecks of 12
pounds each. On the basis of mak-
ing sales only in peck quantities, the
return to the retailer would be \$11.
Figuring the average price paid for
these apples at \$6.50 per barrel, this
represents a profit of \$4.50 a barrel
or approximately 70 per cent. In
this connection it is well to remem-
ber that packers and dealers regard
the loss to apples at this season of
the year as too small to be consid-
ered.

But, as a matter of fact, few sales
are made where the customer takes
as much as a peck. Probably by far
the greater portion of the sales are
for a few pounds. At 10 cents a
pound a barrel of apples weighing
130 pounds brings the retailer \$13,
which is a profit of \$6.50, or exactly
50 per cent.

Yes, prices are falling, but in this
case they bring up with a sickening
thud when they reach the re-
tailer.

Piles Cured in 6 to 14 Days

Druggists refund money if PZ20
GINT MENT fails to cure itching, blood,
bleeding or protruding piles. Instantly
relieves itching piles, you can get
restful sleep after first application, etc.

GRAND MASTER ORR TO VISIT MEMPHIS

Head of Knights Templar To
Be Entertained.

For the first time in the history of
the two local commanderies, the
grand master of the grand encamp-
ment, Knights Templar, of the United
States, is to be the guest of local
members of the order. Joseph Kyle
Orr, of Atlanta, the highest Knight
Templar in the country, in an official
sense, will be received by St. Elmo
and Memphis commanderies at the
Masonic temple Friday evening, Nov.
12.

In honor of his visit the two com-
manderies are planning to outdo the
reception recently tendered the state
officials and have completed arrange-
ments for entertaining him during his
stay in the city. Preliminary plans



SEVENTH PRIZE BY DORIS M'FERRIN

Rosemark High School, Kerrville.

I love America, the land of the free,
because of the bigness of it, and the
big things it does.
She protects all smaller countries
and the South American countries.
She civilizes all its possessions, builds
schools and sends the best of the
teachers into these possessions.

America stands for equal rights.
She gives men and women the right
to elect their president and officers.
We should be proud of the part
she played in the world war, and of
the men she produced as York,
Perkins, Wilson. America gave
50,000 lives and even more money and
received no money or other territory
as her reward.

America was strong enough to go
and dig the Panama canal, where
other countries had failed. The
French had the machinery over here
and then failed.

America has shown justice in her
policy toward Mexico.
She gives us a home and protects
our home and families.

If we have little or no means,
America gives us a chance and money
to build our homes and to insure it
against loss.
We should be proud of our ances-
tors. They were brave enough to
cross the ocean when others were
afraid to do so. They came for the
purpose of religious freedom.



DORIS M'FERRIN.

call for a luncheon at the Memphis
Country club and a sight-seeing trip.
The order of the temple will be con-
ferred by the two commanderies
jointly, after formal reception cere-
monies. A large turnout of knights
in uniform is expected.
Special invitations to be present

have been sent to the grand com-
manders of Tennessee, Arkansas and
Mississippi.
J. Mack Buckingham, Walker Tay-
lor, Sr., L. B. Handy, Clarence Mar-
sillott and J. Leonard Wood, together
with the council, have been named a
reception committee.

ROYAL ARCH MASONS OBSERVE ANNIVERSARY

The 50th anniversary of the form-
ing of Memphis chapter, No. 95,
Royal Arch Masons, will be cele-
brated with a banquet and entertain-
ment at the Masonic temple Wednes-
day night, commencing at 6:15
o'clock. Past high priests and other
"old timers" in degree work will have
charge of the conferring of the Royal
Arch degree.

The affair is in the hands of a
committee composed of H. L. Sulli-
van, chairman; C. H. Wilson, W. M.
Taylor, Jr., W. H. Flowers, Albert

Moore, W. M. Sanders and E. F.
Loge.
Places at the banquet have been
reserved by card.
During the fiscal year just ended
Memphis chapter has exalted 118 to
the Royal Arch degree, giving the
chapter a total membership of 481.

REMOVES CHURCH BAR.

TRENTON, N. J., Nov. 10.—Rutgers
college has filed with the secretary
of state a certificate of change in
its charter removing the provision
that the president of the institution
must be a member of the Reformed
church of America. This provision
has been a part of the charter since
it was issued by the state in 1769
and amended in 1779.

BRODNAX

Geo. F. Brodnax
Optical Department
Memphis, Tennessee

Special
Prices
Effective
Now On
Bifocal
Lenses.

Clear eyesight means mental
alertness in business and so-
cial life. A professional exami-
nation by our optometrist will
determine the proper glasses for
your individual requirements.



Optometrist No. 102 In Charge.

HIGHWAY BOARD WINS.

ATLANTA, Ga., Nov. 10.—The
state highway board gained a vic-
tory when Judge Andrew J. Cobb,
of Clarke county superior court, de-

nied the mandamus petition filed
against the organization by Buf-
falo county, dismissed the manda-
mus and ruled that the funds for road
building should be distributed un-
der a system of congressional road di-
stricts.

EXTRA

Building Material Did Go Down

We can offer you any amount of new Brick
at \$17.00 per M.; also used Brick at \$11.00
per M., and any other building material that
you may need to complete your requirements
on any building.

We have several carloads of brand new Sashes
12x16.6, light, which we are selling at one-
half price. Also many hundred new Glass
Doors in regular stock sizes at one-half price.
Call and see us at yard and office.

Tennessee Wrecking & Building Material Co.

474 North Manassas St.
Phone Main 799

Never were the Women of this City Offered Such
Unusual Money-Saving Opportunities as in this

SALE of WAISTS at One-Third Off

Without Question the Most Remarkable Sale
of Fine Waists Held in Many Years

Involving Our Entire Stock
of High-Class Waists

Think of being able to choose from hundreds of the finest,
newest, smartest waists ever brought together in any store—
AT ONE-THIRD LESS THAN THEIR ACTUAL WORTH
TODAY! That is exactly the opportunity that is being offered
you in this sale!

Not "sale" waists of questionable style and more
or less imperfect quality—but our own regular, care-
fully selected stocks, which, as you know, are superior
in every way to the usual run of blouses shown else-
where in this city.

All new models—elaborately beaded and embroidered and
trimmed in lace and braid, also tailored styles—every waist in
stock priced regularly at \$5.98 and upward is in this sale.

ALL AT 1/3 OFF

Included are—handsome costume blouses, fashionable "smock"
blouses, tie-backs, hip and overblouses—of finest satins, georgette
crepe, crepe de chine, kitten's ear crepe and pussy willow taffeta—
in amber, aztec, bisque, henna, jade, opal, turquoise, navy, brown,
flesh, white and black—all the very latest models.

- Choice of Any \$ 5.98 Waist at 1/3 Off—Now \$ 4.00
- Choice of Any \$ 6.75 Waist at 1/3 Off—Now \$ 4.50
- Choice of Any \$ 7.50 Waist at 1/3 Off—Now \$ 5.00
- Choice of Any \$ 8.95 Waist at 1/3 Off—Now \$ 6.00
- Choice of Any \$ 9.75 Waist at 1/3 Off—Now \$ 6.50
- Choice of Any \$12.50 Waist at 1/3 Off—Now \$ 8.33
- Choice of Any \$14.75 Waist at 1/3 Off—Now \$ 9.75
- Choice of Any \$16.00 Waist at 1/3 Off—Now \$11.00
- Choice of Any \$17.50 Waist at 1/3 Off—Now \$11.65
- Choice of Any \$19.75 Waist at 1/3 Off—Now \$13.15
- Choice of Any \$24.75 Waist at 1/3 Off—Now \$16.50
- Choice of Any \$29.75 Waist at 1/3 Off—Now \$19.85

Other Waists Up to \$49.50 All at 1/3 Off



Avail yourself of this Oppor-
tunity to buy the newest and
finest Waists at a saving of
one-third.

"O N T" Crochet Cotton 12c

O N T Cotton, all
sizes, in white and all the
wanted colors; special, a
ball, 12c.
(Main Floor.)



Handkerchief Thread 7c

Bucilla handkerchief
threads for crocheting or
tatting dainty edges.
Black, white and colors,
ball 7c.
(Main Floor.)

Art Needlework—Special

Pricings That Make It Profitable To Start Gift Things Now

And such a wide variety of pretty things are to be found here in the Needlework Section—gift things that
are made doubly appreciable by the touch of handwork. And we show you how to finish them!



New "Royal Society" Package Outfits Reduced

No need to say what these new packages embrace—
every woman knows Royal Society outfits—their
unique patterns and distinctive stamped designs—ma-
terial and floss for embroidering complete in every
package—and these are the New Fall Outfits that
Bear these Reductions!

- New 40c Royal Society packages, now 25c.
- New 50c Royal Society packages, now 35c.
- New 60c Royal Society packages, now 40c.
- New 65c Royal Society packages, now 45c.
- New 75c Royal Society packages, now 50c.
- New 85c Royal Society packages, now 60c.
- New \$1.25 Royal Society packages, now 85c.

- New \$1.40 pkgs., now \$1.
- New \$1.50 pkgs., now \$1.
- New \$1.65 pkgs., now \$1.
- New \$1.75 pkgs., now \$1.
- New \$1.85 pkgs., now \$1.
- New \$2.25 pkgs., now \$1.50.
- New \$2.50 pkgs., now \$1.65.
- New \$2.75 pkgs., now \$1.85.
- New \$3.25 pkgs., now \$2.25.
- New \$3.50 pkgs., now \$2.50.
- New \$4.50 pkgs., now \$3.25.
- New \$5.50 pkgs., now \$3.85.
- New \$6.50 pkgs., now \$4.50.
- New \$7.50 pkgs., now \$5.25.
- New \$8.50 pkgs., now \$6.00.
- New \$9.50 pkgs., now \$6.75.
- New \$10.50 pkgs., now \$7.50.
- New \$11.50 pkgs., now \$8.25.
- New \$12.50 pkgs., now \$9.00.
- New \$13.50 pkgs., now \$9.75.
- New \$14.50 pkgs., now \$10.50.
- New \$15.50 pkgs., now \$11.25.
- New \$16.50 pkgs., now \$12.00.
- New \$17.50 pkgs., now \$12.75.
- New \$18.50 pkgs., now \$13.50.
- New \$19.50 pkgs., now \$14.25.
- New \$20.50 pkgs., now \$15.00.
- New \$21.50 pkgs., now \$15.75.
- New \$22.50 pkgs., now \$16.50.
- New \$23.50 pkgs., now \$17.25.
- New \$24.50 pkgs., now \$18.00.
- New \$25.50 pkgs., now \$18.75.
- New \$26.50 pkgs., now \$19.50.
- New \$27.50 pkgs., now \$20.25.
- New \$28.50 pkgs., now \$21.00.
- New \$29.50 pkgs., now \$21.75.
- New \$30.50 pkgs., now \$22.50.
- New \$31.50 pkgs., now \$23.25.
- New \$32.50 pkgs., now \$24.00.
- New \$33.50 pkgs., now \$24.75.
- New \$34.50 pkgs., now \$25.50.
- New \$35.50 pkgs., now \$26.25.
- New \$36.50 pkgs., now \$27.00.
- New \$37.50 pkgs., now \$27.75.
- New \$38.50 pkgs., now \$28.50.
- New \$39.50 pkgs., now \$29.25.
- New \$40.50 pkgs., now \$30.00.
- New \$41.50 pkgs., now \$30.75.
- New \$42.50 pkgs., now \$31.50.
- New \$43.50 pkgs., now \$32.25.
- New \$44.50 pkgs., now \$33.00.
- New \$45.50 pkgs., now \$33.75.
- New \$46.50 pkgs., now \$34.50.
- New \$47.50 pkgs., now \$35.25.
- New \$48.50 pkgs., now \$36.00.
- New \$49.50 pkgs., now \$36.75.

"Clover Beach" Centerpieces and Scarfs Reduced

White Clover beach scarfs and centerpieces, stamped
for embroidery—beautiful new Royal Society designs—
75c scarfs, size 18x36 ins., 75c centers, 24-in., 50c.
now 50c. \$1.50 centers, 36-in., now
\$1 scarfs, size 18x45 ins., \$1.
now 65c. \$1.25 scarfs, 18x54 ins., \$2.50 centers, 48-in., now
now 85c. \$1.75.

Good Choosing in Discontinued "Royal Society" Outfits

Included are many attractive pieces—
breakfast coats, children's rompers, shirt-
waists, tie racks, telephone screens and
pads, etc. All exactly half price.

"Golden Fleece" Yarns

New Shipments that
Bring all the New
Colors at New
Lower Prices

Now at the new lower prices
are the well-known Golden Fleece
yarns in all the most sought
sweater, tam, scarf, and slip-
per shades, all colors; both
bright and subdued.
50c 4 or 8-fold Germantown, 45c.
50c ball Shetland floss, now 35c.
70c knitting worsted, ball, 65c.
\$1.25 hank knitted yarn, red,
white, black, gray or khaki, new
priced \$1.15.
(Goldsmith's—Main Floor)

Lamp Shade Making Is a Fascinating Art

And that besides its being such a delightful and always acceptable
gift—one that shows real thought in the selecting and making. May-
be you'll want to make one for your own boudoir, table or floor
lamp, too. Start today.

Here are all the things you need—and instructors to show you how
to combine them most effectively.

- Lamp Shade Frames, priced at \$4, to as low as 25c.
- Lamp Shade Brads for trimming, 25c to \$1 yard.
- Tassels of silk and chenille, at 50c to \$1 each.
- Lamp Shades of silk, rich colorings, \$2 to \$6 yard.
- Lamp Shade Fringe, all widths and colors, \$2.50 to \$6 yard.

Competent Instructors to Teach You How
to Make Up Anything You Purchase Here.